The gentleman with the Parliament lure will have quite a tale to tell when he gets home. For now he knows that even mermaids know there's something special about Parliaments. And you, too, will appreciate the crush-proof cigarette case . . . the superb tobaccos . . . the luxurious flavor . . . and above all, the exclusive Mouthpiece that keeps the filter deeply recessed away from your lips. With Parliaments, *only the flavor touches your lips!*

You're so smart to smoke **Parliaments**

ONLY THE FLAVOR ...TOUCHES YOUR LIPS

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Mermaid - Vogue - 1955

Source: https://www.industrydocuments.ucsf.edu/docs/hymn0003

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